

## ABSTRACT

A retail display structure and method is provided for a product display that is self-facing. The retail display structure is adapted to mount onto a vertical support, and may take the form of a flat shelf, a wire shelf, a peghook, a spring loader pusher system, or other appropriate device. The retail display structure includes a support surface that extends horizontally toward a front stop. A lubricious surface is arranged over the support surface for supporting retail merchandise and facilitating easier sliding movement of retail merchandise toward the front stop. The lubricious surface can be a fluoropolymer or a silicone surface, or other such reduced friction layer that has a reduced static coefficient of friction in comparison to standard powder coating finishes for retail shelving and other such retail display structures.